**2012/2013 Recruiting Guidelines Training**

**Goal:** Learn and review outreach goals and procedures for the current recruiting period

**Materials:** handouts & roles

**Agenda**

1. 2012/2013 Outreach Goals (***10 min***) - Maggie
   1. Present & explain the goals of outreach efforts
2. 2012/2013 Outreach Guidelines (***30 min***) - Cristina
   1. Present & explain the 2012/2013 Recruiting Guidelines:
      1. Signing out a call list (*refer to Binder a & sample handout*)
         * Discuss the information included in the call list
         * Discuss FERPA guidelines
      2. Updating call list and troubleshooting page (*refer to sample handout*)
      3. Setting up interviews (*refer to sample handout*)
      4. Debriefing with coordinator
3. Common questions (***30min***) - Tiffany
   1. Break callers into groups
   2. Assign one (or two) common question to each group for which they will draft a response
   3. The group will also develop a common question that is not on the list
   4. Each group will share their assigned question and response
   5. Group discussion about the common questions they developed and possible solutions
4. Script development (***20min***) - Bonita
   1. Present & explain the information that needs to be conveyed during the recruiting outreach process (*refer to personalized script handout*)
   2. Within the given guidelines, each caller will create their own script to use when calling
   3. Each caller will share their script and practice saying it out loud for a few minutes
5. Let’s practice (***30 min***) - All
6. Each pair will show the group a mock recruiting call (the “student” will receive a role to play during the conversation)

*Note: Highlight FERPA guidelines when roles 5, 10 and 16 are discussed*

1. Discussion about how ready they feel to start calling